

## ORDER



**Orders**  
**Order / Rev:** 725334  
**Alt Order #:** 06398435  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 2272  
**Flight Dates:** 10/27/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	1	\$2,900.00	\$2,465.00
10/29/12	11/04/12	23	\$78,900.00	\$67,065.00
11/05/12	11/11/12	15	\$61,400.00	\$52,190.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$2,900.00	\$2,465.00	0.00
November 2012	38	\$140,300.00	\$119,255.00	0.00
<b>Totals</b>	<b>39</b>	<b>\$143,200.00</b>	<b>\$121,720.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/29/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	1:00	2	\$2,000.00	P-4	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			2		\$2,000.00		0.00				
E 2	KARE	11/05/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MT-----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			1		\$2,000.00		0.00				
E 3	KARE	10/29/12	11/02/12	Today Show Today Show	CM	7-9a	MTWTF--	1:00	3	\$1,800.00	P-4	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			3		\$1,800.00		0.00				
E 4	KARE	11/05/12	11/06/12	Today Show Today Show	CM	7-9a	MT-----	1:00	2	\$2,000.00	P-4	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$2,000.00		0.00				
E 5	KARE	10/29/12	11/02/12	M-F 10-11a TODAY	CM	10-11a	MTWTF--	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			1		\$250.00		0.00				
E 6	KARE	11/05/12	11/06/12	M-F 3-4p DR OZ	CM	3-4p	MT-----	1:00	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Alt Order #: 06398435  
 Flight Dates: 10/27/12 - 11/06/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KARE	11/05/12	11/06/12	M-F 3-4p DR OZ	CM	3-4p	MT-----	1:00	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----			2		\$1,000.00			0.00			
E 7	KARE	10/29/12	11/02/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	1:00	2	\$1,350.00	P-4	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--			2		\$1,350.00			0.00			
E 8	KARE	10/29/12	11/02/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	1:00	3	\$2,700.00	P-4	0.00	NM	3	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--			3		\$2,700.00			0.00			
E 9	KARE	11/05/12	11/06/12	M-F 430-5p Jeopardy	CM	430-5P	MT-----	1:00	2	\$2,000.00	P-4	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----			2		\$2,000.00			0.00			
E 10	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	1:00	2	\$3,600.00	P-4	0.00	NM	2	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			2		\$3,600.00			0.00			
E 11	KARE	10/29/12	11/02/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	1:00	1	\$3,950.00	P-4	0.00	NM	1	\$3,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--			1		\$3,950.00			0.00			
E 12	KARE	10/29/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	1:00	3	\$3,950.00	P-4	0.00	NM	3	\$11,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--			3		\$3,950.00			0.00			
E 13	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	1:00	1	\$3,600.00	P-4	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$3,600.00			0.00			
E 14	KARE	10/27/12	10/27/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	1:00	1	\$2,900.00	P-4	0.00	NM	1	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1		\$2,900.00			0.00			
E 15	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$6,000.00			0.00			
E 16	KARE	10/29/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	1:00	2	\$6,750.00	P-4	0.00	NM	2	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--			2		\$6,750.00			0.00			
E 17	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	1:00	1	\$6,000.00	P-4	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$6,000.00			0.00			
E 18	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	1:00	1	\$6,750.00	P-4	0.00	NM	1	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1		\$6,750.00			0.00			
E 19	KARE	10/29/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	1:00	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--			3		\$1,300.00			0.00			
E 20	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	1:00	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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E 20	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	1:00	1	\$2,000.00	P-4	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1		\$2,000.00		0.00				
E 21	KARE	10/29/12	10/29/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	1:00	1	\$9,500.00	P-2	0.00 NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1		\$9,500.00		0.00				
E 22	KARE	11/05/12	11/05/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	1:00	1	\$12,000.00	P-2	0.00 NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1		\$12,000.00		0.00				
E 23	KARE	10/29/12	10/29/12	Mon Prime REVOLUTION	CM	9-10P (9:00 PM-10:00 PM)	M-----	1:00	1	\$9,000.00	P-4	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	M-----		1		\$9,000.00		0.00				
E 24	KARE	11/05/12	11/05/12	Mon Prime REVOLUTION	CM	9-10P (9:00 PM-10:00 PM)	M-----	1:00	1	\$12,600.00	P-4	0.00 NM	1	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1		\$12,600.00		0.00				
Totals													39	\$143,200.00